



3622

PATENT  
Customer No. 22,852  
Attorney Docket No. 8011-3010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

John DeMAYO et al.

Application No.: 09/711,261

Filed: November 10, 2000

For: APPARATUS AND METHOD FOR  
HYPERLINKING SPECIFIC WORDS  
IN CONTENT TO TURN THE WORDS  
INTO ADVERTISEMENTS

) Group Art Unit: 3622

) Examiner: Donald Champagne

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**GROUP 3600**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(c)**

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(c), Applicants bring to the attention of the Examiner the document listed on the attached PTO 1449. This Information Disclosure Statement is filed after the events recited in Section 1.97(b) but, to the undersigned's knowledge, before the mailing date of either a Final action, Quayle action, or a Notice of Allowance. Under the provisions of 37 C.F.R. § 1.97(c), this Information Disclosure Statement is accompanied by a fee of \$180.00 as specified by Section 1.17(p).

A copy of the listed document is attached.

Applicants respectfully request that the Examiner consider the listed document and indicate that it was considered by making appropriate notations on the attached

04/01/2004 CNGUYEN 00000024 09711261

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This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that the listed document is material or constitutes "prior art." If the Examiner applies the document as prior art against any claim in the application and Applicants determine that the cited document does not constitute "prior art" under United States law, Applicants reserve the right to present to the office the relevant facts and law regarding the appropriate status of such document.


Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed document, should the document be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

Dated: March 31, 2004

  
By: Reg. No. 38,742  
Richard V. Burgujian  
Reg. No. 31,744



## INFORMATION DISCLOSURE CITATION

OMB No. 0651-0011

Atty. Docket No.	09/711,261	Appln. No.	09/711,261
Applicant	John DeMAYO et al.		
Filing Date	November 10, 2000	Group:	3622

## U.S. PATENT DOCUMENTS

Examiner Initial*	Document Number	Issue Date	Name	Class	Sub Class	Filing Date If Appropriate

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## FOREIGN PATENT DOCUMENTS

Document Number	Publication Date	Country	Class	Sub Class	Translation Yes or No

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

Burst! Media article, printed 3/30/2004, <a href="http://www.geekvillage.com/forums/showthread.php?s=1b25a012367c39122680eaeff511f454&amp;postid=135657#post135657">http://www.geekvillage.com/forums/showthread.php?s=1b25a012367c39122680eaeff511f454&amp;postid=135657#post135657</a> .

Examiner	Date Considered
*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	
Form PTO 1449	Patent and Trademark Office - U.S. Department of Commerce